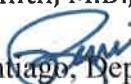


Date: February 18, 2016

To: Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

From: 
René G. Santiago, Deputy County Executive and Director, SCVHHS
Sara H. Cody, Health Officer and Public Health Director

Subject: Off-Agenda Report on Status of the Children's Health Assessment
Outreach Plan

At the Board of Supervisor's meeting on October 20, 2015 Supervisor Cortese requested an off-agenda report relating to the status of the Children's Health Assessment outreach plan. This report includes the requested information after a series of meetings with key stakeholders and expert consultants.

Background

On April 7, 2015, (Item No. 12) Supervisor Cortese, President of the Board of Supervisors, directed the Santa Clara Valley Health & Hospital System (SCVHHS) administration to conduct an assessment of the health of children in Santa Clara County. The goal of the assessment is to provide a countywide profile of the medical, behavioral and preventive health status of children in Santa Clara County, with a focus on racial and ethnic disparities. The report can serve as a valuable tool for policy makers, foundations, non-profit organizations, researchers, elected officials, and government agencies that want a better understanding of the health of this important population. Special studies focused on the health of children in our county reinforce the vision of "Better Health for All." This assessment can be used to select the most salient priority areas and to guide actions with stakeholders to improve the health of children in Santa Clara County.

On June 23, 2015, SCVHHS presented a progress report, framework and timeline for the child health assessment (Item No. 14). The Public Health Department is using a two-phased approach for this assessment. Phase I entails selection and analysis of secondary data. Secondary data are data that already exist within the health department and among its partner organizations. Examples of secondary data include data from the Behavioral Risk Factor Survey (BRFS), California Healthy Kids Survey (CHKS), U.S. census, birth, death, and cancer registry. The Phase I report will be released in February/March 2016 and will include a report as well as supplemental downloadable data quick-facts available on the Public Health Department website.

Phase II will include primary data collection using a mixed-methods approach. Data will be collected from February–June 2016. Primary data are new data collected for the purposes of this assessment and will be collected in both quantitative and qualitative forms. Quantitative data will come from a countywide survey. The 75-question survey

will be administered over the phone in English, Vietnamese, and Spanish to a random sample of 1900 households. Qualitative data are data that will be collected to better understand the issues facing a cross sector of high priority populations. Qualitative data will be collected through phone interviews and in-person conversations, i.e. focus groups. A phase II report will be released in October 2016.

Outreach: Building Community Awareness about the Assessment

In collaboration with Supervisor Cortese's office, the Public Health Department has developed a strategic and targeted outreach plan to ensure successful reach and participation during the Phase II data collection throughout Santa Clara County. Targeted messages that are culturally and linguistically appropriate will be developed and tailored to the quantitative and qualitative data collection methods for Phase II to insure that high priority subpopulations are successfully reached to participate. These include:

- Foster care youth
- Transitional Youth
- Incarcerated parents/incarcerated youth
- Grandparents raising children
- African American/African Ancestry
- LGBT youth
- Vietnamese
- Monolingual Spanish speakers
- School administrators and staff
- Behavioral/mental/social emotional conditions
- Youth with disabilities and their caregivers
- Teen Parents
- Foreign born families
- Native American/American Indian
- Asian/Pacific Islander
- Latino
- Low income households

The outreach efforts will be carried out using a shared collaborative partnership approach. In January 2016, the Public Health Department printed posters and flyers in Spanish, Vietnamese, Mandarin and English to introduce the Children's Health Assessment to the residents of the County. The Department has leveraged the broad base of community partners including First 5, The Health Trust, Healthier Kids Foundation, Silicon Valley Council of Nonprofits and many others for dissemination via their networks, websites, and social media platforms. Additionally, the Public Health Department will also have a strong social-media and website presence throughout the survey administration period (January–May 2016) by posting periodic updates and announcements about the assessment.

In collaboration with Supervisor Cortese's office and key stakeholders, the outreach plan includes the on-line distribution of flyers and follow-up phone calls to school district superintendents, faith-based and non-profit organizations, city and county elected officials. In addition, Supervisor Cortese's office will send out a monthly newsletter and

email-blast to its list serves, and post on the county website. Media efforts will include but are not limited to: press releases; Public Service Announcements in Mandarin, Spanish, Vietnamese, and English.

In-person announcements about the Children's Health Assessment are also planned at key community gatherings, such as Parent-Teacher Associations and neighborhood groups. Lastly, an announcement will be posted on Nextdoor, a social-media site for neighborhoods, on a monthly basis starting in early January.

Collectively, the outreach efforts will increase community awareness and ensure that information about the Children's Health Assessment is shared widely and across all sectors.

Next Steps

In order to address the health and social needs of children in Santa Clara County, it is important to develop concrete next steps and action plans to execute the recommendations from this assessment. Meeting these needs will require the individuals, organizations, and agencies that serve our children to coordinate efforts, mobilize partnerships, develop new strategies, and align existing services around identified priorities. The Public Health Department will facilitate the development of a "call to action" in September 2016 to address the needs of all children in Santa Clara County.

cc: Megan Doyle, Clerk of the Board